

GENDER EQUALITY

Social Media Toolkit

A classroom resource that covers both local and global gender equality issues.

Grades 8 - 12
Canadian Edition

AN INITIATIVE BY



SUPPORTED BY



Day of the Girl - Gender Equality:

Social Media Toolkit

Join the conversation for gender equality.

Thank you for participating in International Day of the Girl! We're so excited want to make a difference for girls in your community and around the world. Just by having the conversation, you are doing your part to helping create change for a more equal future.

Enclosed is a social media toolkit for International Day of the Girl. Use these social media assets are to communicate with your network about the importance of gender equality.

The following examples are only suggestions so feel free to use your own images or write your own captions to reflect how you connect with the issue!

We can't wait to see what you'll come up with! If you post on social media, make sure to tag us and use the hashtags so that we can support your efforts.

Tag us on social media:

Facebook: **@OneGirlCan**

Instagram: **@OneGirlCanSociety**

Twitter: **@OneGirlCan**

Official hashtags:

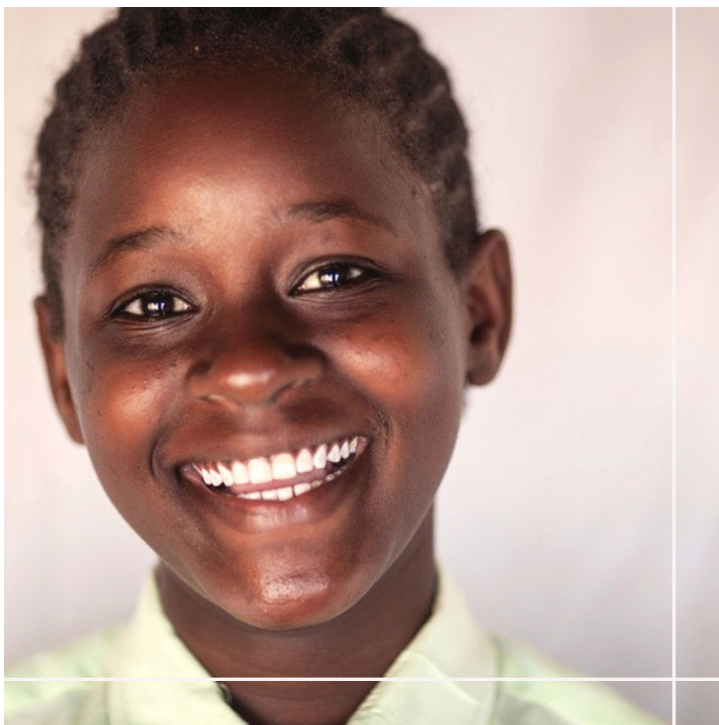
#DayoftheGirl

#HereForHerFuture

#OneGirlCan

Day of the Girl - Gender Equality: Social Media Toolkit

Sample images & captions.



I'm supporting @OneGirlCanSociety to celebrate girls and promote female empowerment around the world.

Gender inequality impacts people and communities around the world and it's up to all of us to be a part of positive change.

My #GirlHero is _____ because_____.

Who's your girl hero? Share your story using #HereForHerFuture to join in the conversation for International #DayoftheGirl and support this important issue.

Link: onegirlcan.com/girl



My #GirlHero are these girls from Kenya, who are thriving in school despite often being denied the right to get an education, just because they are girls.

International #DayoftheGirl is October 11 and we are celebrating girls everywhere.

Help me spread the message and let's work together to achieve gender equality in our community and around the world.

Link: onegirlcan.com/girl

AN INITIATIVE BY



© 2020. All rights reserved.

Day of the Girl - Gender Equality: Social Media Toolkit

Sample images & captions.



Girl Fact: Girls and boys receive unequal opportunity to attend school.

This basic human right is denied to 132 million school-aged girls around the world. By giving a girl her education, it helps to combat child marriage and early pregnancies. When a girl remains in secondary school, she is six times less likely to marry young.

With @OneGirlCanSociety, I am raising awareness for gender equality in my community and around the world for International #DayoftheGirl.

Link: onegirlcan.com/girl



Girl Fact: According to @UNICEF, working women in Africa invest 90% of their income back into their families and community, compared to 35% of income for men.

The ripple effect of this can help lift a community and improve living standards for the many people impacted by one educated woman.

With @OneGirlCanSociety, I am raising awareness for gender equality in my community and around the world for International #DayoftheGirl.

Link: onegirlcan.com/girl